

CLAIMS:

1. A method of embedding a fingerprint (FP) identifying media content into a media transmission signal used for transmission of said media content, the method comprising the steps of:

- converting (23) said fingerprint into a format that the media transmission signal provides for transmission of said media content, and
- accommodating (24) the converted fingerprint in a predetermined part of the media transmission signal not being used for transmission of said media content.

2. A method as claimed in claim 1, further comprising the steps of:

- dividing said media content (40) into a first part (42) and a second part (41),
- deriving said fingerprint (FP) from the first part (42) of said media content, and
- replacing the second part (41) of said media content (40) by said converted fingerprint.

3. A method as claimed in claim 1, further comprising the step of encrypting (22) the fingerprint.

4. A method as claimed in claim 1, in which the media content is a video image or a sequence of video images and the media transmission signal is a television signal, wherein the converted fingerprint is accommodated in lines of the vertical blanking interval.

5. A method as claimed in claim 4, wherein the converted fingerprint is a teletext data signal.

6. A method as claimed in claim 2, in which the media content is a video image or a sequence of video images and the media transmission signal is a television signal, wherein the fingerprint is converted into a video signal and accommodated in overscan lines (41) of the television signal that constitute a border of an area being displayed on the screen of a television receiver.

7. A method of retrieving a fingerprint identifying media content from a media transmission signal used for transmission of said media content, characterized in that the method comprises the step of converting a predetermined part of the media transmission signal not being used for transmission of said media content from a format being used for transmission of said media content into a format representing said first fingerprint.

8. A method as claimed in claim 7, further comprising the steps of:

- dividing said media content into a first part and a second part,
- retrieving said fingerprint from the first part of said media content.

9. A method as claimed in claim 7, further comprising the step of decrypting the first fingerprint.

10. A method as claimed in claim 7, in which the media content is a video image or a sequence of video images and the media transmission signal is a television signal, wherein said step of converting comprises decoding a teletext signal accommodated in lines of the television signal that are not used for transmission of said video image or video images into said first fingerprint.

11. A method as claimed in claim 8, in which the media content is a video image or a sequence of video images and the media transmission signal is a television signal, wherein said step of converting comprises converting overscan lines of the television signal that constitute a border of an area being displayed on the screen of a television receiver into said first fingerprint.

12. A method of verifying the authenticity of media content, comprising the steps of:

- receiving a media transmission signal representing said media content and a first fingerprint identifying said media content,
- deriving a second fingerprint from the received media content,
- determining that the media content is authentic if the first and second fingerprints resemble each other in a predetermined manner, .

characterized in that the step of receiving the first fingerprint comprises converting a predetermined part of the media transmission signal not being used for transmission of said

media content from a format being used for transmission of said media content into a format representing said first fingerprint.

13. An arrangement (2) for embedding a fingerprint (FP) identifying media content into a media transmission signal used for transmission of said media content, the arrangement comprising:

- conversion means (23) for converting said fingerprint into a format that the media transmission signal provides for transmission of said media content, and
- means (24) for accommodating the converted fingerprint in a predetermined part of the media transmission signal not being used for transmission of said media content.

14. An arrangement for retrieving a fingerprint (FP) identifying media content from a media transmission signal used for transmission of said media content, characterized in that the arrangement comprises means (522) for converting a predetermined part of the media transmission signal not being used for transmission of said media content from a format being used for transmission of said media content into a format representing said first fingerprint.

15. A computer program to be run on a computer (4), and causing said computer to carry out a method of verifying the authenticity of media content as claimed in claim 12.

16. A media transmission signal comprising media content in a predetermined transmission format, characterized in that a part of said media content in the predetermined transmission format represents a fingerprint derived from and identifying the remaining part of said media content.